



# 7th Annual Sale

## Shorthorn and Polled Shorthorn

**TUESDAY MARCH 2, 1971**

**LIZER'S SALE BARN**

**Gowrie, Iowa**

**12:00 Noon**





**SEVENTH ANNUAL  
SHORTHORN &  
POLLED SHORTHORN  
SALE  
TUESDAY, MARCH 2, 1971**

**LIZER'S SALE BARN**

**GOWRIE, IOWA**

**STARTING AT 12 NOON**

**Not Responsible For Accidents**

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**69 LOTS  
21 SERVICEABLE AGED BULLS  
39 COWS AND BRED HEIFERS  
9 OPEN HEIFERS**

**Consigned By:**

ALVIN G. BLAAS	4 Cows, 2 Bulls
MARTIN BLASS	1 Cow, 1 Bull
WILLARD CAMPBELL	2 Cows, 2 Bred Heifers
PHIL FANNING	2 Bulls
ROGER FRIESTH	3 Cows, 1 Bull
OTTO JOHNSON	1 Cow, 1 Bred Heifer, 1 Bull
LYNN MISCHKE	1 Bull
CLARENCE NELSON	2 Cows with Calves, 1 Bred Heifer, 2 Bulls
RALPH PIPER	3 Cows, 3 Open Heifers
HENRY RATHOUZ	1 Cow, 3 Bulls
CLARENCE SCHROEDER	3 Bulls
GERHARD SPANGER	1 Cow
GLEN STRUYE	1 Cow, 1 Bull
HOWARD VAUGHN	2 Cows, 1 Bred Heifer, 1 Open Heifer
JAMES WITTE	1 Bull
MERLIN WOLLESEN	3 Bred Heifers, 5 Open Heifers
DELMER ZINNEL	10 Cows, 2 Bulls
GEORGE ZINNEL	1 Bull

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**Write today for your FREE catalog. Address either:**

**RALPH PIPER, LAKE CITY, IOWA 51449  
ALVIN BLAAS, ROCKWELL CITY, IOWA 50579**

7th ANNUAL

SHORTHORN and POLLED SHORTHORN SALE

69 - HEAD - 69

21 BULLS

48 FEMALES

Auctioneer:  
JOHN LIZER

NOTE: Transferring of registration  
papers will be between seller and  
buyer.

NOT RESPONSIBLE FOR ACCIDENTS

Lot # 1 HEL-LO-NA ROYAL BUGLER x3311-643, Male  
LE 67D1. Red. Calved January 3, 1967  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa  
Scotsdale Kinross 2891980  
Red, S. G. Bennett

Sire:

Kinross Bequest x3209615  
Red, Martin Blass  
Collynie True Lass 7th x3065234  
Red, Martin Blass

Clearview Dividend x2757875  
Roan, Lou Kennedy & Sons

Dam:

Hel-Lo-Na Secret 2d x3064515  
Red, G. W. Zinnel & Sons  
Secret Wimple 42d x2625818  
Roan, Bert Broek

It is with regret that I offer this bull for sale.  
I have retained so many of his daughters in the  
herd that his service would be limited. His first  
son brought \$1000 in the 1969 Royal Sale. His first  
daughter stood second in class to the Grand Champ-  
ion at the Iowa State Fair. Where else could you go  
to find a bull of this caliber? All of the females  
I am selling in this sale will carry his service.

Lot #2 FASHION LEADER 3411-362, Male, LE 169  
Dk. Roan. Calved March 16, 1969  
Bred and owned by Henry Rathouz, Moorland, Iowa  
Glamis Benefactor 3193487  
Dk. Roan, Robert M. Adam & Son

Sire:

KC Bright Fashion 3294827  
Dk. Roan, KC Shorthorn Farms  
Queen Margaret 3rd of KC 3158500  
R & W, KC Shorthorn Farms

Royal Outlook 3056185  
Red, Ben G. Studer

Dam:

Violet's Princess 27th 3283224  
Roan, Henry Rathouz  
Violet's Princess 10th 2994681  
Red, Henry Rathouz



Lot #3 L H STANDARD, x3405-001, Male LE 56  
Roan. Calved March 24, 1969  
Bred and owned by Lynn Mischke & Son,  
Jefferson, Iowa

Al Pa Conquest x3201500  
Red, Alvin Blaas & Sons

Sire:

Al Pa Standard x3300896  
Roan, Alvin Blaas & Sons

Sunbeam White Star 3102755  
White, Alvin G. Blaas & Sons

Max Leader 43d x3061601  
Red, Lou Laughlin

Dam:

Mischke's Betsy x3166309  
Roan, Lynn Mischke & Son

Collynie Betsy 6th x3065225  
Roan, Martin Blass

Lot 4 ROMULUS WONDER 2nd, x3424-266, Male  
LE J51, Roan. Calved March 27, 1969  
Bred and owned by Otto Johnson, Lohrville, Ia.  
Saraguay Romulus 3191375  
Dk. Roan, W.C. Pitfield

Sire:

Romulus Wonder x3273263

White, Otto Johnson

Ruth Gloster 5th x2846573  
Roan, Otto Johnson & Son

Von Ber Mar Masterkey 9th 3085021  
Red, Vaughn V. Moore

Dam:

M S Arabella 3318578

Roan, McCracken Farms, Inc.

Springdale Arabella 3001945

White, Geo. Struve & Sons

Romulus Wonder 2nd is a good rugged bull,  
heavy boned and will be old enough to turn  
out by summer. He is strong in imported  
breeding on both his dam's and sire's side.

Lot # 5 METEOR ESCORT, 3401-284, Male LE F34  
Dark Roan. Calved April 21, 1969

Bred and owned by Phil Fanning, Nemaha, Iowa  
Louada Jason 3183369

Dk. Roan, W. W. Donaldson

Sire:

Tempel Meteor 3280405

Dk. Roan, Tempel Farms

Fontana Flossy Madge 2980441

Red, Joseph Zuro

Ringwell Morning Star 2873445

Roan, Ringwell Farms

Dam:

L Laurel Rose 4th 3109425

Dk. Roan, Herman W. Alber

Lorwen Rose 6th 2951183

Red, Herman W. Alber

Meteor Escort has weight for age. A good headed  
beefy, heavy bone. Sired by Son of the Inter-  
national Reserve Champion Lavoda Jason.

Lot # 6 FASHION PRINCE, 3411-363, Male LE 669  
Red. Calved April 23, 1969

Bred and owned by Henry Rathouz, Moorland, Iowa  
Glamis Benefactor 3193487

Dk. Roan, Robert M. Adam & Son

Sire:

KC Bright Fashion 3294827

Dk. Roan, KC Shorthorn Farms

Queen Margaret 3rd of KC 3158500

R&W, KC Shorthorn Farms

Royal Outlook 3056185

Red, Ben G. Studer

Dam:

Violet's Princess 22nd 3227775

Red, Henry Rathouz

Violet's Princess 16th 3152249

Red, Henry Rathouz

Lot # 7 BROWDALE CONTROL, x3411-203, Male  
RE EC10. Roan. Calved April 27, 1969  
Bred and owned by Martin Blass, Early, Iowa  
Browndale Banker x3046835  
Red, Otto Johnson

Sire:

Browndale Fortress x3191914

White, Otto Johnson

Roan Sharon 2944642

Dk. Roan, Chester Mitchell

Scotsdale Kinross 2891980

Red, S. G. Bennett

Dam:

Clara Belle 3d 3072568

Red, Martin Blass

Clara's Baby Doll 2629663

Red, McCone Bros.

Lot # 8 HEL-LO-NA UMPIRE, x3405-992, Male  
LE G141. Roan. Calved May 9, 1969  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Sire:

Royal Sultan x3211835

White, Martin Blass

Clara Belle 4th x3099941

Dk. Roan, Martin Blass

V V Max 32d x3103359

Red, Fred Blomstrom & Sons

Dam:

Hel-Lo-Na Orange Duchess 9th x3257429

Red, G. W. Zinnel & Sons

Hel-Lo-Na Orange Duchess 7th 2983372

Roan, G. W. Zinnel & Sons



Lot # 9 AL PA MERCURY, x3414-866, Male LE 911  
Roan. Calved May 14, 1969  
Bred and owned by Alvin Blaas & Sons  
Rockwell City  
    Browndale Fortress x3191914  
    White, Otto Johnson

**Sire:**

Browndale Jim x3292738  
Red, Martin Blass  
    Anna Belle 18th x3072567  
    Red, Martin Blass

Al Pa Conquest x3201500  
Red, Alvin Blaas & Sons

**Dam:**

Lady Butterfly 26th x3289407  
Red, Alvin Blaas & Sons  
    Lady Butterfly 25th x3114729  
    Dk. Roan, Alvin G. Blaas & Sons

This is a good headed heavy boned bull ready for  
heavy service.

Lot # 10 R D GOLDEN CHIEF, 3414-664, Male LE 269  
Roan. Calved June 28, 1969  
Bred and owned by Roger Friesth, Humboldt, Iowa  
    Fortress Gus 3201855  
    Roan, Amos Vredenburg & Sons

**Sire:**

Fortress Chief 3349744  
White, Lynn Fross & Sons  
    Julia Ann 3222567  
    Red, Amos Vredenburg & Sons

Mount Officer 2674045  
Red, Mrs. Rena Douglas

**Dam:**

Homestead Goldendrop 3rd 2983286  
Red, C.H. & R.D. Arthur  
    Goldendrop Princess 2525696  
    Red, Held Bros.

A good bull, sired by the white bull I sold at  
Gowrie 2 years ago to Leo Elson. Will be just  
right for service this spring.

Lot 11 BROWNDALÉ CRUSADER, x3439-942, Male  
RE N132. Dk. Roan. Calved August 2, 1969  
Bred and owned by Clarence E. Nelson & Sons  
Gowrie, Iowa

Chapelton Commando (8057)

Red, James Biggar

Sire:

Bapton Crusader 2969081

Red, Cecil Moores

Bapton Marcia Ramsden 2961776

Dk. Roan, Cecil Moores

Browndale Banker x3046835

Red, Otto Johnson

Dam:

Banker's Lassie x3303485

Red, Reuben E. Nelson & Sons

Captain's Lassie 2nd x3185458

Red, Reuben E. Nelson & Sons

A good sound strong bull that has been used  
and has settled all we have used him on.

Lot # 12 Pedigree applied for. RE 90

Red Polled. Calved August 6, 1969

Owned by Clarence Schroeder

Farnhamville, Iowa

Nuggets' Challenger x3051137

Red, J. Craig Seely

Sire:

Nuggets' Bud x3132951

Red, Minor O. Blum

Scothish Daybreak 24th 2617142

Red, Fred E. Johnson

Browndale Bud x2988041

Roan, Otto Johnson

Dam:

Dales Violet

Roan, Clarence Schroeder

Dales Duchess Blossom 2D 2922429

Red, R. A. Lidel

Lot # 13 CHICAGO'S CRUSADER, 3439-941, Male  
LE N133. Dk. Roan. Calved August 4, 1969  
Bred and owned by Reuben E. Nelson & Sons  
Gowrie, Iowa

Chapelton Commando (8057)

Red, James Biggar

Sire:

Bapton Crusader 2969081

Red, Cecil Moores

Bapton Marcia Ramsden 2961776

Dk. Roan, Cecil Moores

Chicago's Legionaire 3d 3038424

Roan, L. D. Johnson & Sons

Dam:

B V Orphan Butterfly 5th 3217386

Red, J. W. Gailey

Orphan Butterfly 5th 3082359

Red, J. W. Gailey

This bull has been used and is a good breeder.

Lot # 14 FASHION MARK, 3424-780, Male LE1969

Red. Calved August 17, 1969

Bred and owned by Henry Rathouz, Moorland, Iowa

Glamis Benefactor 3193487

Dk. Roan, Robert M. Adam & Son

Sire:

KC Bright Fashion 3294827

Dk. Roan, KC Shorthorn Farms

Queen Margaret 3rd of KC 3158500

R&W, KC Shorthorn Farms

Fascinator's Max 3052875

Dk. Roan, Henry Rathouz

Dam:

Violet's Princess 17th 3152250

Red, Henry Rathouz

Violet's Princess 8th 2920558

Roan, Henry Rathouz

Lot # 15 Pedigree applied for. R 94  
Roan Polled. Calved August 25, 1969  
Owned by Clarence Schroeder  
Farnhamville, Iowa

Susannas' Count x3136085  
Dk. Roan, Robert E Savage

Sire:

Count Bennie x3220096

Red, Otto Johnson

Minerva Pearl 8th x3046834  
Roan, Otto Johnson

Four Dees Wonder x3108578  
Red Four Dees Farm

Dam:

Wonder's Red Mabel

Red, Seely Brothers

Nugget's Red Mabel x3127107  
Red, Seely Brothers

Lot # 16 LANE VIEW DANDY 2nd, 3439-646, Male  
LE LV9. Red. Calved October 20, 1969  
Bred and owned by Glen Struve  
Manning, Iowa

Kelburn Great Event 382965  
Dk. Roan, Richardson Stock Farms, Ltd.

Sire:

Remitall Umpire 3266789

Red, Remitall Cattle Co.

Rockyford Eliza Bess 496032  
Red, Emile & John Cammaert

Elbriaw Dazzling Prince 2d 2845882  
Red, P.F. Law

Dam:

Lane View Augusta 9th A 3124371

Red, Geo. Struve & Sons

Augusta 151st 2728399  
Red, Carl L. Retzlaff & Sons



Lot # 17 Pedigree applied for. R.92  
Horned Roan. Calved October 5, 1969  
Owned by Clarence Schroeder  
Susanna's Count x3136085  
Dk. Roan, Robert E. Savage

Sire:

Count Bennie x3220096  
Red, Otto Johnson  
Minerva Pearl 8th x3046834  
Roan, Otto Johnson

Nugget's Bud x3132951  
Red, Minor O. Blum

Dam:

Lavender Majorette 2nd  
Roan, Minor O. Blum  
Lavender Queen x2969338  
Red, Minor O. Blum

Lot # 18 METEOR MASTER, 3424-977, Male, LE F39  
Red. Calved October 14, 1969  
Bred and owned by Phil Fanning  
Nemaha, Iowa  
Louada Jason 3183369  
Dk. Roan, W. W. Donaldson

Sire:

Tempel Meteor 3280405  
Dk. Roan, Tempel Farms  
Fontana Flossy Madge 2980441  
Red, Joseph Zuro

Aberfeldy Enterprise 3257864  
Red, Reford W. Gardhouse

Dam:

Laurel Rose 7th 3321639  
Red, Phil Fanning  
L Laurel Rose 4th 3109425  
Dk. Roan, Herman W. Alber

This bull has a great head, good boned. A real  
modern bull with plenty of length and good  
weight for age.

Lot # 19 AL-PA WONDER, x3431-092, Male  
LE 923. Red. Calved November 2, 1969  
Bred and owned by Alvin Blaas & Sons  
Rockwell City, Iowa

Browndale Fortress x3191914

White, Otto Johnson

Sire:

Browndale Jim x3292738

Red, Martin Blass

Anna Belle 18th x3072567

Red, Martin Blass

Four Dees Wonder x3108578

Red, Four Dees Farms

Dam:

Wonder's Belle 66th x3306191

Red, Seely Bros.

Baronet's Belle 2nd 3227371

Red, Seely Bros.

This is a long bodied, good headed modern  
bull out of a big cow and sired by one of  
the top selling bulls at the 1968 Omaha sale.

Lot # 20 HEL-LO-NA ROYAL KINROSS x3431-392  
Male, LE 69D7. Red. Calved November 9, 1969  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa

Kinross Bequest x3209615

Red, Martin Blass

Sire:

Hel-Lo-Na Royal Bugler x3311643

Red, G. W. Zinnel & Sons

Hel-Lo-Na Secret 2d x3064515

Red, G. W. Zinnel & Sons

R B Achilles 19th x3126550

Red, Rocker Bros.

Dam:

Hel-Lo-Na Secret 8th x3270762

Red, G. W. Zinnel & Sons

Hel-Lo-Na Secret 2d x3064515

Red, G. W. Zinnel & Sons

This is a dark red bull calf that happened to  
have scurs which were removed. He should put  
size in your calf crop.

Lot # 21 RANGER'S APOLLO, 3421-844, Male, LE 5  
Dk. Roan. Calved November 27, 1969  
Bred and owned by James Wittee, Callender  
Borsota Ranger 3208071  
Red, P. S. Langness

Sire:

Ranger's Orangeman 3351327  
Red, James Witte  
Schaner Orange Blossom 20th 3235937  
Red, Alvy Schoenherr & Ielene Schoenherr

Calrossie Orbit 3108726  
Roan, D. P. MacGillivray, Ltd.

Dam:

Schaner Augusta 22nd 3292755  
Red, Alvy Schoenherr  
Schaner Augusta 9th 3115098  
Red, Alvy Schoenherr

A good headed bull with a lot of quality and  
ruggedness. Sired by a top bull and out of a  
champion cow that has great size. His sire  
weighted 1680 when 2 years old.

Lot # 22 LADY BUTTERFLY 24th, x3020-733, Female  
RE 35. Red. Calved December 1, 1958  
Bred and owned by Alvin G. Blaas & Sons  
Rockwell City, Iowa  
Coronet Max Juggler 17th x2609507  
Red, Lewis W. Thieman

Sire:

Juggler's Villager x2803593  
Red, E. P. Laughlin  
Lady Browndale 2d x2535149  
Roan, R. E. Phillip

Cloverdale Favorite x2487726  
Red, R. L. Flamme

Dam:

Lady Butterfly 22d x2591586  
Roan, Alvin G. Blaas  
Lady Butterfly 21st x2483860  
Roan, R. W. Dunham

We have kept every heifer this cow ever produced.  
She is bred to calve in April to the services of  
Browndale Jim.

Lot 23 FREEBOOTER QUEEN, 3050--845, Female  
LE RP. Red. Calved July 14, 1959  
Bred and owned by Ralph Piper & Daughter  
Lake City, Iowa

Elbrlaw Champion 2437421

Red, P.F. Law

Sire:

B F Freebooter 2581293

Red, McLay Bros

Arngibbon Gipsy Maid 15th 2487252

Dk. Roan, McLay Bros.

Special's Ransom 2726768

Red, Dean A. Saunders

Dam:

Queen's Octo 2918723

RWM, Ralph Piper

Queen Ruby 2548941

Roan, Ralph Piper

Lot # 24 CEDAR HAVEN LAVENDER, x3005-011, Female  
LE 595. Dk. Roan. Calved April 19, 1959

Bred by Robert E. Savage

Owned by Alvin Blaas & Sons, Rockwell City, Ia

Carona Gloster King x2684335

Red, Carl M. Johnson

Sire:

Cedar Haven Royal Oak x2847574

Dk. Roan, Robert Savage

Roan Lady Anoka 2646029

Roan, F. W. Harding

Wheatland Adjuster 9th 2686341

Red, Broughton Land Company

Dam:

Diamond Lily K 6th 2894905

Red, Urice Bros.

Diamond Lily Ka Del 2d 2689124

Roan, Urice Bros.

This cow has been our best producer. She is  
the mother of our former herd bull and is the  
Grandmother of our Junior herd Sire. She is  
bred to Browndale Jim and should calve in July



Lot # 25 LANE VIEW AUGUSTA 7th, 3051-801, Female  
LE CCJ. Red. Calved October 1, 1959  
Bred and owned by Geo. Struve & Sons,  
Manning, Iowa

Melbourne Leishman 2806429

Dk. Roan, John Alexander & Sons

Sire:

Lane View Leishman 5th 2937756

Red, Geo. Struve & Sons

Lane View Golden Chain 2781608

Red, Geo. Struve & Sons

Goldfinder's Command 2594375

Red, Clausen Bros.

Dam:

Augusta Maid 6th 2730994

Red, Clausen Bros.

Augusta Maid 5th 2642017

RWM, Clausen Bros.

Lot # 26 SECRET PRIM, 3050-771, Female,  
LE HRH RE 014

Red. Calved March 22, 1960

Bred by Held Bros.

Owned by Ralph Piper, Lake City

Erimus Emeritus 376552

Red, R. S. deQ. Quincey

Sire:

Westdrums Viceroy 2765272

Red, Boots Pure Drug Co., Ltd.

Buttermere Violet 288857

Roan, C. Macpherson

Femco Newsboy 2776206

Red, George Cox

Dam:

Femco Secret 2d 2882307

Red, Femco Farms

Femco Secret 2776260

Red, George Cox

Lot # 27 HEL-LO-NA DIANA 3D, x3075-578, Female  
RE 4D6. Red. Calved August 24, 1960  
Bred and owned by G. W. Zinnel & Sons,  
Rockwell City, Iowa

Juggler's Conquest 9th x2861924

Red, Matt Laughlin

Sire:

Mar-Will Conquest x2984444

Red, Martin Blass

Commando's Gloster 2d x2613196

Red, Joe Blass

Baronet x2870242

Red, Seely Bros.

Dam:

Hel-Lo-Na Diana x2988653

Red, Kenneth Seely & Son

Priam's Diana Lee x2911950

Red, Kenneth Seely & Son

A cow that always has a good calf. This cow  
was bred late but will be worth waiting for.  
Her 1970 will be in our show herd.

Lot # 28 DIAMOND BAR AUGUSTA 7th, 3104-565,  
Female, LE 1161. Dk. Roan. Calved June 28, 1961  
Bred and owned by Henry Rathouz, Moorland, Iowa

Goldfinder's Command 2594375

Red, Clausen Bros.

Sire:

Goldfinder's Claim 2898345

Red, Leon J. Rathouz

Marigold's Flora 2691045

Dk. Roan, Clausen Bros.

Diamond Bar Max 2649584

Roan, Henry Rathouz

Dam:

Diamond Bar Augusta 2752389

White, Henry Rathouz

Bonnydale Augusta 2439871

White, Clement A. Larson

This big dark roan cow comes from one of the best  
Augusta family of cows we have on the farm today.  
Granddaughter of bulls that are sons of 2 Inter-  
national champion bulls. Bred to calve early to  
KC Bright Fashion, a son of the Imp. Glamis Ben-  
efactor, and out of the famous Queen Margaret  
family of cows at KC Farms. Should have a very  
promising calf.

Lot # 29 CEDAR HAVEN ROSEWOOD 17th, x3130-544, Female  
LE 623. Red, white marks. Calved April 10, 1962

Bred by Robert E. Savage

Owned by Otto Johnson, Lohrville, Iowa

Marellbar Purvis 2754967

Red, Wm. Bartholomay, Jr.

Sire:

Susanna's Royal Oak x3008028

RLW, S. J. O'Bryan

Carona Mina 27th x2837786

Red, Carl M. Johnson

Marellbar Harmony 2609672

Red, Wm. Bartholomay, Jr.

Dam:

Cedar Haven Rosewood 2760095

Red, Robert E. Savage

Rosewood 123d 2666539

Dk. Roan, C. M. Blyth

This has been a good producing cow. Pasture mated  
to Nugget's Max, who has done so well for us.

Lot # 30 HEL-LO-NA VICTORIA x3146-062, Female

RE 5D6. Red. Calved July 29, 1962

Bred and owned by G. W. Zinnel & Sons,

Rockwell City, Iowa

Hel-Lo-Na Supreme x2856768

Red, G. W. Zinnel & Sons

Sire:

Collynie Supreme x2990342

Red, Martin Blass

Roan Lady 128th x2811453

Red, Martin Blass

Claymore Conqueror 2646453

Red, Lloyd C. Larson

Dam:

Roan Victoria's Maid 2875589

Roan, Ronald Carlson

Roan Victoria 2d 2660336

Roan, Ronald Carlson

One of her heifer calves stood second at the  
Ak-Sar-Ben Show. Her 1969 calf brought \$265.00  
at the Gowrie Club calf sale. She is a very  
consistent producer.

Lot 31 ROAN SHARON 3rd, x3209-156, Female  
RE J76. Roan. Calved March 8, 1964  
Bred by Otto Johnson  
Owned by G. W. Zinnel & Sons, Rockwell City, Ia.  
Susanna's Royal Oak x3008028  
RLW, S. J. O'Bryan

Sire:

Susanna's Count x3136085

Dk. Roan, Robert E. Savage

Cedar Haven Rosewood 12th x2973618

Dk. Roan, Robert E. Savage

Edellyn Renown Mercury 2263177

Red, Thos. E. Wilson

Dam:

Femco Sharon 2502740

Roan, George Cox

Red Sharon 7th 2143062

Red, Aaron Legg

I bought this cow in the Otto Johnson dispersion.  
3 daughters are being retained in the herd. Her  
1968 bull calf brought \$775.00 in the 1970 Omaha  
Sale. Your next herd bull could come from this  
cow.

Lot # 32 ROSEWOOD ENVOY 10th, 3247-879, Female  
LE 11. Red. Calved May 20, 1964

Bred by Orville Kock

Owned by Willard Campbell, Lohrville, Iowa

Louada Valiant 2916262

Red, Louada Manor Farms, Ltd.

Sire:

Von Ber Mar Airline 3020530

Roan, Vaughn V. Moore

Golden Augusta 2765441

White, Tip Lucas & Son

Prince Envoy 2919371

Roan, Herman B. Leiting

Dam:

Rosewood Envoy 2d 3077712

White, Orville Kock

Rosewood Clara 2735805

Red, L. T. Wernimont

Pasture bred, and will be pregnancy tested.



Lot # 33 B V ORPHAN BUTTERFLY 5th, 3217-386, Female  
LE 476. Red. Calved May 23, 1964  
Bred by J. W. Gailey  
Owned by Clarence Nelson, Gowrie, Iowa  
Chicago's Legionaire 2966311  
White, Howard Loehr

Sire:

Chicago's Legionaire 3d 3038424  
Roan, L. D. Johnson & Sons  
Chicago's Queen 41st 2966326  
Red, L. D. Johnson & Sons

Chicago Fanfare 15th 2923363  
Red, L. D. Johnson & Sons

Dam:

Orphan Butterfly 5th 3082359  
Red, J. W. Gailey  
Orphan Butterfly 2d 2787114  
Red, J. W. Gailey  
Has a bull calf at side, and rebred to calf in  
June to Browdale Crusader.

Lot # 34 LEISHMAN VIOLET 3rd, 3233-337, Female  
LE RP RE 64. Red. Calved July 2, 1964  
Bred and owned by Ralph Piper, Lake City, Iowa  
Melbourne Leishman 2806429  
Dk. Roan, John Alexander & Sons

Sire:

Lane View Leishman 13th 3020789  
Red, Geo. Struve & Sons  
Lane View Duchess 2d 2826576  
Dk. Roan, Geo. Struve & Sons

Westdrums Dandy 2876618  
Red, Boots Pure Drug Co., Ltd.

Dam:

Claymore Violet 3d 2973003  
Red, Claymore Farms  
Lady Violet 2d 2870234  
Red, Floyd Clausen

Lot # 35 PRINCESS JENNY, 3222-528, Female  
LE HRH RE6432. Red. Calved July 4, 1964  
Bred by Held Bros.

Owned by Roger Friesth, Humboldt, Iowa  
Rothney Kinross 3032509  
Dk. Roan, A. R. Cross

Sire:

Diamond H Royal Piper 3141663  
Red, Held Bros.  
Augusta Pam 2844676  
Red, Held Bros.

Rothney Kinross 3032509  
Dk. Roan, A. R. Cross

Dam:

Princess Jennifer 3138500  
Dk. Roan, Held Bros.  
Femco Josephine 2d 2794589  
Red, George Cox

This cow was pasture bred to Oak Hill Actor  
July-August. She has raised 4 calves in the  
three years I have owned her, 2 bulls and  
twin heifers.

Lot # 36 HEL-LO-NA SECRET 5th, x3241-943  
Female, RE 8D8. Red. Calved November 10, 1964  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa  
Achilles 2907682  
Red, Wm. Bartholomay, Jr.

Sire:

R B Achilles 19th x3126550  
Red, Rocker Bros.  
R B Scarlet Lady 13th x2915523  
Roan, Rocker Bros.

Clearview Dividend x2757875  
Roan, Lou Kennedy & Sons

Dam:

Hel-Lo-Na Secret 2d x3064515  
Red, G. W. Zinnel & Sons  
Secret Wimple 42d x2625818  
Roan, Bert Broek

This cow had small scurs which were removed.  
This is a good sized cow and a very good pro-  
ducer. A heifer is being retained in the herd.

Lot # 37 S V MISSIE G 5, 3266-213, Female LE G548  
RE G548. Roan. Calved June 4, 1965  
Bred by Harold H. Griepentrog  
Owned by Howard Vaughn, Gowrie, Iowa  
Westdrums Dandy 2876618  
Red, Boots Pure Drug Co., Ltd.

Sire:

Claymore Good Luck 3042237  
Red, Claymore Farms  
Claymore Gipsy Maid 2903957  
Red, Floyd Clausen

Gambler's Baron 2809370  
Red, J. A. Collier

Dam:

S V Missie G 2 3159602  
Roan, Harold H. Griepentrog  
Missie 4th 2859565  
Roan, McCone Bros.

A good producing roan cow, pasture bred to Ashgrove  
Governor 18th (Polled). This bull was near the top  
gaining bull in the last Omaha Sale.

Lot # 38 WILHARA'S B T IMAGE 46, 3259-819, Female  
RE 93. Red. Calved July 8, 1965  
Bred by Willard Campbell  
Owned by Clarence Nelson, Gowrie, Iowa  
Hickories Buttress 2927167  
Red, Wm. A. Taylor

Sire:

Buttress Royal Leader 3078413  
Red, Alvy Schoenherr  
Maud 96th 2822752  
Red, Park McNeill

D M Bonanza 6th 2983964  
Red, Dan & W. G. McCubbin

Dam:

Bon Ton Missie's Image 3127083  
Red, Warren Dankel  
Clara D 57 2936037  
Red, Warren Dankel

Has a nice red bull calf at side and rebred to  
Browdale Crusader, a son of Rapton Crusader  
September 12, 1970

Lot # 39 LADY GLOSTER A 8, x3257-843, Female  
RE MB15. Red. Calved October 2, 1965  
Owned and bred by Martin Blass, Early, Iowa  
Kickapoo Keynote 3015391  
Red, Stanley G. Harris

Sire:

J B Keynote 2d x3178252

Red, Johnson Bros.

A T B True Gardenia x3034875

Red, Arnold Buller

Scotsdale Kinross 2891980

Red, S. G. Bennett

Dam:

Lady Gloster 9th x3099933

Red, Martin Blass

Commando's Gloster 3d x2811449

Red, Martin Blass

This cow is bred to Kinross Bequest to calve  
in late summer.

Lot # 40 HEL-LO-NA SECRET 8th, x3270-762  
Female, RE 26D5. Red. Calved October 20, 1965  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa  
Achilles 2907682

Red, Wm. Bartholomay, Jr.

Sire:

R B Achilles 19th x3126550

Red, Rocker Bros..

R B Scarlet Lady 13th x2915523

Roan, Rocker Bros.

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Dam:

Hel-Lo-Na Secret 2d x3064515

Red, G. W. Zinnel & Sons

Secret Wimple 42d x2625818

Roan, Bert Broek

A big good producing cow. Most of the cows  
in the herd come from this Secret family.



Lot 41 NONPAREIL VIKING GWEN, x3289-404, Female  
RE 114. Roan. Calved April 1, 1966  
Bred and owned by Alvin Blaas & Sons,  
Rockwell City, Iowa

Mercury's Conquest 3d x3115381

Red, Harold Bergquist

Sire:

Al Pa Conquest x3201500

Red, Alvin Blaas & Sons

Lady Butterfly 25th x3114729

Dk. Roan, Alvin G. Blaas & Sons

Cloverdale Viking 7th x2922051

Dk. Roan, R. L. Flamme

Dam:

Nonpareil White Queen x3070439

White, Alvin Blaas & Sons

Nonpareil Queen x2365880

Roan, Alvin G. Blaas

A good young cow, will calve in April to the  
services of Browndale Jim, a bull that weighed  
1625 at 2 years.

Lot # 42 COLLYNIE PRINCESS, x3311-538, Female  
RE W32. Red. Calved April 15, 1966

Bred by Martin Blass

Owned by Gerhard Spanger, Lake View, Iowa

Kickapoo Keynote 3015391

Red, Stanley G. Harris

Sire:

J B Keynote 2nd 3135477

Roan, Johnson Bros.

Rosewood Princess 5th 3044966

Dk. Roan, Johnson Bros.

Collynie Monarch x2681449

Roan, Mary E. Forney

Dam:

C V Collynie Princess x2878011

Red, Vernes Farrell & Sons

Center View Princess x2689280

Roan, Vernes Farrell & Sons

Lot # 43 SCHANER GOLDEN CHAIN 30th, 3292-753  
Female, LE 02 RE 66. White. Calved April 25, 1966  
Bred by Alvy Schoenherr  
Owned by Roger Friesth, Humboldt, Iowa  
Calrossie Tradewind 3114521  
Red, J. & D. P. MacGillivray

Sire:

Calrossie Orbit 3108726  
Roan, D. P. MacGillivray, Ltd.  
Calrossie Rothas Creda 3108725  
Roan, J. & D. P. MacGillivray

Hickories Buttress 2927167

Red, Wm. A. Taylor

Dam:

Schaner Golden Chain 27th 3152693  
Dk. Roan, Alvy Schoenherr  
Schaner Golden Chain 4th 2747127  
Dk. Roan, Alvy Schoenherr

A real big cow that was the top seller at Gowrie  
when I bought her in 1968. Bred Nov. 18, 1970 to  
Roan Royal who was Re. Sr. Champion at Austin,  
Minnesota and Clay County Fair, Spencer.

Lot # 44 LEISHMAN'S ROSE 3rd, 3303-135,  
Female, LE RP, RE 46. Red. Calved June 1, 1966  
Bred by Ralph Piper

Owned by Howard Vaughn & Son, Gowrie, Iowa  
Melbourne Leishman 2806429

Dk. Roan, John Alexander & Sons

Sire:

Lane View Leishman 13th 3020789  
Red, Geo. Struve & Sons  
Lane View Duchess 2d 2826576  
Dk. Roan, Geo. Struve & Sons

Special's Ransom 2726768

Red, Dean A. Saunders

Dam:

Special's Ransom Rose 4th 3078985  
Red, Ralph Piper  
Scarlet Rose 2d 2615635  
Red, Ralph Piper

A very modern cow bred to the Polled Ashgrove  
Governor 18th bull. We have her daughter in  
our herd which shows real promise.

Lot # 45 SUNBEAM STARLET x3317-030, Female  
RE 25. Roan. Calved July 10, 1966  
Bred and owned by Alvin Blaas & Sons  
Rockwell City, Iowa

Mercury's Conquest 3d x3115381  
Red, Harold Bergquist

Sire:

Al Pa Conquest x3201500

Red, Alvin Blaas & Sons

Lady Butterfly 25th x3114729

Dk. Roan, Alvin G. Blaas & Sons

Chief Command x3117589

Roan, Otto Johnson

Dam:

Sunbeam Roan Star 3220994

Roan, Alvin Blaas & Sons

Sunbeam White Star 3102755

White, Alvin G. Blaas & Sons

A good young cow bred to calve in August,  
serviced by our Junior herd sire Al-Pa Royal  
Count.

Lot # 46 HEL-LO-NA LADY 3rd, x3303-108, Female  
RE 66D4. White. Calved July 22, 1966  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Roan Jewel 18th x2880864

Roan, Mrs. Arnold Hade

Broadlawn Upright x2905563

Red, Harry L & Estelle Swanson

Dam:

Juggler's Augusta 2d x3078779

White, Vernes Farrell & Sons

R B Juggler's Augusta x2771101

Roan, Rocker Bros.

From a very good Lady family. The original cow  
was purchased in the Vernes Farrell and Sons  
Dispersion sale. Her last two daughters are being  
retained in the herd.

Lot # 47 HEL-LO-NA SECRET 9th, x3303-114  
Female, RE 66D5. White. Calved Aug. 3, 1966  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Roan Jewel 18th x2880864

Roan, Mrs. Arnold Hade

Collynie Kinross 11th x307 2572

Red, Martin Blass

Dam:

Hel-Lo-Na Secret 4th x3178640

Roan, G. W. Zinnel & Sons

Secret Wimple 42d x2625818

Roan, Bert Broek

This cow may have a calf by sale day. Her last  
heifer calf is being retained in the herd.

Lot # 48 WEST WIND LADY 5th, x3332-426  
Female, RE W49. Roan. Calved April 29, 1967  
Bred by Merlin Wollesen & Sons

Owned by G. W. Zinnel & Sons, Rockwell City

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Roan Jewel 18th x2880864

Roan, Mrs. Arnold Hade

Juggler's Redeemer x2941128

Red, Martin Blass

Dam:

Lady Gloster 6th x3038033

Red, Martin Blass

Commando's Gloster 3d x2811449

Red, Martin Blass

She had a heifer calf this year or she would  
not be in the sale. Willard Campbell bought  
her 1969 bull calf for use in his herd.

Lot # 49 PRINCESS JUDITH, 3341-645, Female, LE HRH  
RE 6760. Red. Calved October 2, 1967

Bred by Held Bros.

Owned by Roger Friesth, Humboldt, Iowa

Calrossie Diadem 3139215

Red, J. & D. P. MacGillivray

Sire:

Bilmar Golden Diadem 3183825

Red, W. H. Boutell

Bilmar Elvira 8th 3098805

Roan, W. H. Boutell

Rothney Purvis 3194571

Red, A. R. Cross.

Dam:

Princess Judy 3270479

Dk. Roan, Held Bros.

Princess Jennifer 3138500

Dk. Roan, Held Bros.

Pasture bred July-August to Sr. herd Sire Oak Hill  
Actor. From the same cow family as other cow I am  
selling. Just a second calf heifer.

Lot # 50 HEL-LO-NA LAVENDER LASS 11th, x3338-357

Female. LE 67D4. Red. Calved June 20, 1967

Bred and owned by G. W. Zinnel & Sons

Rockwell City, Iowa

V V President x2773844

Dk. Roan, Fred Blomstrom & Sons

Sire:

President's Leader x3235051

Red, Clara Willhoite & Sons

Marshal's Gem x3111965

Red, Clara Willhoite & Sons

Collynie Kinross 11th x3072572

Red, Martin Blass

Dam:

Hel-Lo-Na Lavender Lass 8th x3178641

Red, G. W. Zinnel & Sons

Hel-Lo-Na Lavender Lass 5th 2844320

Red, G. W. Zinnel & Sons

A young cow bred to Hel-Lo-Na Royal Bugler  
which should insure a profitable calf.



Lot # 51 WILHARA'S BON TON IMAGE, 3375-811  
Female, RE 149. Red. Calved May 7, 1968  
Bred and owned by Willard Campbell  
Lohrville, Iowa

Calrossie Orbit 3108726

Roan, D. P. MacGillivray, Ltd.

Sire:

Schaner Orbit 20th 3292761

Red, Alvy Schoenher

Schaner Lavender 13th 2888552

Red, Alvy Schoenherr

Augustus Constructor 3178584

Roan, Robert E. Savage

Dam:

Wilhara's Missie's Image 3293400

Red, Willard Campbell

Bon Ton Missie's Image 3127083

Red, Warren Dunkel

Pasture bred, and will be pregnancy tested.

Lot # 52 HEL-LO-NA VICTORIA 3rd, x3378-055  
Female, LE 68D1. Red. Calved July 8, 1968  
Bred and owned by G. W. Zinnel & Sons  
Rockwell City, Iowa

V V President x2773844

Dk. Roan, Fred Blomstrom & Sons

Sire:

President's Leader x3235051

Red, Clara Willhoite & Sons

Marshal's Gem x3111965

Red, Clara Willhoite & Sons

Collynie Supreme x2990342

Red, Martin Blass

Dam:

Hel-Lo-Na Victoria x3146062

Red, G. W. Zinnel & Sons

Roan Victoria's Maid 2875589

Roan, Ronald Carlson

This heifer stood 3rd in a tough 4H class  
at the Iowa State Fair. Bred young but  
should make an outstanding brood cow.

Lot # 53 SCHANER MO AUGUSTA 7th 3395-181, Female  
LE 03. Red. Calved April 6, 1969

Bred by Alvy Schoenherr

Owned by Willard Campbell, Lohrville, Iowa

Calrossie Orbit 3108726

Roan, D. P. MacGillivray, Ltd.

Sire:

Schaner Orbit 12th 3286132

Red, Alvy Schoenherr

Schaner Orange Blossom 8th 2985402

Dk. Roan, Alvy Schoenherr

Calrossie Orbit 3108726

Roan, D. P. MacGillivray, Ltd.

Dam:

Schaner Mo Augusta 4th 3267572

Roan, Alvy Schoenherr

Macbeth Spring Queen 3022956

Dk. Roan, W. L. McIlroy

Pasture bred, and will be pregnancy tested.

Lot # 54 SCHANER ORANGE BLOSSOM 26th, 3417-105

Female, LE 10 RE 69 Red. Calved May 3, 1969

Bred by Alvy Schoenher

Owned by Howard Vaughn, Gowrie, Iowa

Louada Aristocrat 2985374

Red, Louada Manor Farms, Ltd.

Sire:

B & B Aristocrat John F 3280166

Roan, B & B Farms

B & B Augusta Susan 3139173

Roan, T. W. Gavin & Son

Hickories Buttress 2927167

Red, Wm. A. Taylor

Dam:

Schaner Orange Blossom 15th 3110743

Red, Alvy Schoenherr

Schaner Orange Blossom 3d 2774487

Dk. Roan, Alvy Schoenherr

This good red heifer was bred Dec. 23rd to a  
good horned bull Lavender Nuggett.

Lot # 55 SCHANER AUGUSTA 30th, 3417-110, Female  
LE 09 RE 69. Roan. Calved May 6, 1969  
Bred by Alvy Schoenherr  
Owned by Clarence E Nelson & Sons, Gowrie, Iowa  
Louada Aristocrat 2985374  
Red, Louada Manor Farms, Ltd.

Sire:

B & B Aristocrat John F 3280166  
Roan, B & B Farms  
B & B Augusta Susan 3139173  
Roan, T. W. Gavin & Son

Hickories Buttress 2927167  
Red, Wm. A. Taylor

Dam:

Schaner Augusta 12th 3168061  
Red, Alvy Schoenherr  
D M Augusta Pattern 2861298  
Roan, Carl L. Retzlaff & Son  
Calf hood vaccinated and bred in Dec. 1970 to  
Polled son of Augustus Constructor, and a  
grandson of Captain John Welcome.

Lot # 56 WEST WIND AUGUSTA, x3448-921, Female  
RE 2W Roan. Calved May 11, 1969  
Bred and owned by Merlin Wollesen & Sons  
Lake View, Iowa  
Clearview Dividend x2757875  
Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297  
White, G. W. Zinnel & Sons  
Roan Jewel 18th x2880864  
Roan, Mrs. Arnold Hade

Center View Aristocrat x3076601  
Roan, Vernes Farrell & Sons

Dam:

Augusta 2nd x3188955  
Red, Martin Blass  
Augusta 193d x3068843  
Red, Miles M. Mann

Lot # 57 WEST WIND VIOLET, x3448-922, Female  
RE 8W. Roan. Calved June 1, 1969  
Bred and owned by Merlin Wollesen & Sons  
Lake View, Iowa

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Roan Jewel 18th x2880864

Roan, Mrs. Arnold Hade

Juggler's Redeemer x2941128

Red, Martin Blass

Dam:

Lady Gloster B x3156451

Red, Martin Blass

Lady Gloster 8th x3065233

Red, Martin Blass

Lot # 58 WILHARA'S PRINCESS WON 3rd, 3421-350 Female  
LE 12, RE 58. Red. Calved July 16, 1969  
Bred and owned by Willard Campbell  
Lohrville, Iowa

D M Napoleon's Dynamic 3215975

Red, Dan & W. G. McCubbin

Sire:

Lane View Duke 3358197

Red, Glen Struve

Lane View Victoria 13th 3232602

Red, Glen Struve

Augustus Constructor 3178584

Roan, Robert E. Savage

Dam:

Wilhara's Princess Won 3306540

Red, Willard Campbell

Special's Tru Princess 2957826

Red, Ralph Piper

This cow is pasture bred, and will be pregnancy  
tested.

Lot # 59 WEST WIND BETSY, x3448-924, Female  
RE 7W. Red. Calved, July 18, 1969  
Bred and owned by Merlin Wollesen & Sons  
Lake View, Iowa

Clearview Dividend x2757875

Roan, Lou Kennedy & Sons

Sire:

Hel-Lo-Na Royal Sultan x3124297

White, G. W. Zinnel & Sons

Roan Jewel 18th x2880864

Roan, Mrs. Arnold Hade

Scotsdale Kinross 2891980

Red, S. G. Bennett

Dam:

Collynie Betsy 8th x3135657

Red, Martin Blass

Collynie Betsy 4th x2580283

Red, Martin Blass

Lot # 60 MACBETH 2nd, x3435-630, Female  
RE J14. Roan. Calved August 20, 1969

Bred and owned by Otto Johnson

Nugget's Repeal x3072217

Red, Seely Bros.

Sire:

Nugget's Max x3211082

Roan, Jilji J. Wellik & Sons

Golden Princess 3d x3047921

Roan, Jilji J. Wellik & Sons

Phopachy King Charles 2831211

Roan, Jean L. MacGillivray

Dam:

Macbeth Spring Queen 3022956

Dk. Roan, W. L. McIlroy

Macbeth Augusta Agnes 2922127

Dk. Roan, W. L. McIlroy

This is a well bred heifer who was pasture  
mated to Glendale Count 2nd, a grandson of  
Susanna's Count which I sold in Omaha for  
\$1650.



Lot # 61 H & R'S ROSEWOOD PRINCESS 3421--837, Female  
LE V86, RE 61. Roan. Calved September 4, 1969  
Bred and owned by Howard Vaughn & Sons  
Gowrie, Iowa

Schaner Orbit 9th 3232619

Red, Alvy Schoenherr

Sire:

A E B Jet Orbit 3370956

Roan, Albert E. Beatty

A E B Roan Lady 12th 2961571

Red, Albert E. Beatty

Schaner Buttress 15th 3040636

Red, Alvy Schoenherr

Dam:

A E B Roan Rosewood 3168585

Roan, Albert E. Beatty

A E B Miss Rosewood 3101881

Dk. Roan, Albert E. Beatty

The only reason we are selling this good roan heifer is we have 2 of her sisters and her dam in our own herd, and they are doing real well for us. We think this heifer can do some one some good in herdbuilding.

Lot 62 ARCHER'S QUEEN, Female

Red. Calved April 8, 1970

Owned and bred by Ralph Piper, Lake City, Iowa

Sire:

L. K. S. Archer

Dam:

Freebooter Queen

This heifer is eligible for 4H and FFA projects.  
Has good head, depth 7 body and thickness.

Lot # 63 ARCHER's SECRET, Female  
Red. Calved May 3, 1970  
Owned and bred by Ralph Piper,  
Lake City, Iowa

Sire:  
L.K.S. Archer

Dam:  
Redactors Secret

This heifer is eligible for 4H and FFA  
projects. Has good head, depth 7 body  
and thickness

Lot # 64 NUGGET'S RANSOM LADY, Female  
Roan. Calved May 10, 1970  
Owned and bred by Ralph Piper  
Lake City, Iowa

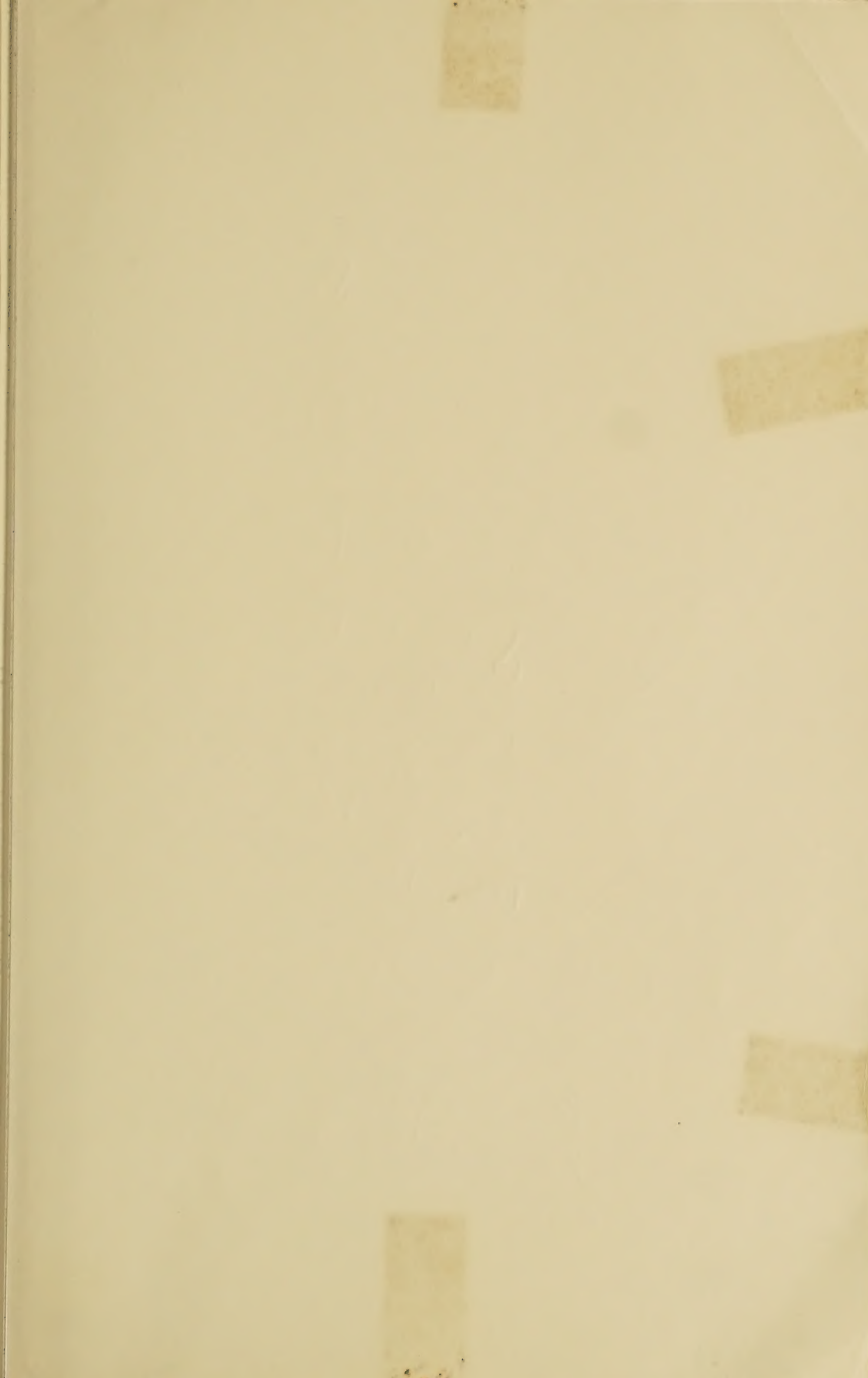
Sire:  
Nugget's Bud.

Dam:  
Leishman's Ransom Lady

This heifer is eligible for 4H and FFA  
projects. Has good head, depth 7 body  
and thickness.

Merlin Wollesen is selling 5 yearling heifers. They will be open and ideal for 4-H or FFA projects. These heifers are out of Hel-Lo-Na Royal Sulton and the Dames are of Kinross blood lines. I do not have the papers yet, but will have them by sale time.







from  
Ralph Dyer  
Lake City Ia  
51449

Mrs. Wayne C Neely  
258 Carroll Parkway

Frederick

Maryland.

21701

